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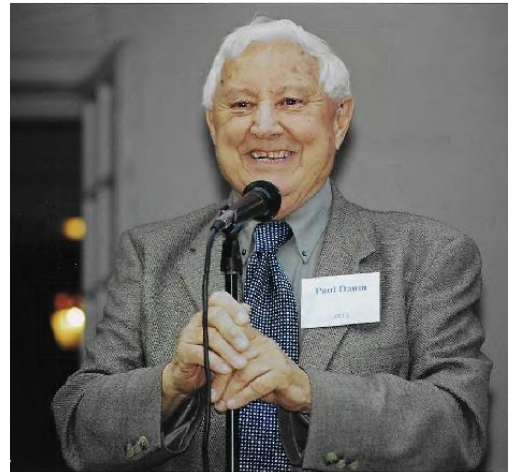
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### Paul Leonard Daum Inducted Posthumously Into the Floriculture Hall Of Fame, at SAF Miami 2024

**Alexandria, VA.— Aug. 12, 2024** — The late Paul Leonard Daum is the 2024 inductee into the Society of American Florists' Floriculture Hall of Fame, the floral industry's highest honor. The award was presented to Daum's son, Steve Daum, during the Stars of the Industry Awards Experience at SAF Miami 2024, SAF's annual convention.

Hall of Fame inductees represent the best of the industry: people who have made lasting contributions to the advancement of floriculture. Inductees embody the highest standards of service and professional responsibility and have been instrumental in creating significant and lasting improvements or innovations for the industry.

Daum died on December 31, 2020 at the age of 95. Although he had long since retired from a lifelong horticulture career, Daum never lost his passion for the industry. Even in his later years, he was attending industry events, learning new information, asking questions, reading research, and sharing a lifetime of knowledge with anyone who asked.



#### About Paul Leonard Daum

Daum was a U.S. Navy veteran who served during World War II. Through the GI Bill, he earned a bachelor's degree in horticulture and a master's degree in plant physiology. His first professional industry job was with the U.S. Agency for International Development (USAID) providing agriculture assistance in the banana fields of Costa Rica.

USAID sent Daum to destinations throughout Central and South America, where he studied local growing conditions and determined which crops would flourish in different areas, such as carnations in the Colombian Andes. He is credited with helping create year-round flower availability in the U.S. thanks to the importation of crops he helped establish.

"Paul is recognized as the 'Father of the South American Flower Industry,'" says Richard Craig, who served alongside Daum at the Fred C. Gloeckner Foundation. "His contributions represent a lifetime of service to the floriculture industry. His reputation for assisting propagators, entrepreneurs, and national governments is legend."

Daum was a technical in-field advisor for USAID for many years. From 1985 to 2002, he served as an administrator on projects including the evaluation of agricultural diversification programs. His work helped

create horticulture jobs across three continents for generations of local families and communities in countries such as Colombia, Mexico, Ecuador, Costa Rica, Haiti, Guatemala, El Salvador, Honduras, Panama, Nicaragua, and Ghana.

“Paul’s greatest achievement is the thousands of families in Latin America and beyond who even today have better lives because of the floral industry,” Craig says. “Families and small communities have developed amid the industry which Paul helped to establish.”

Daum’s impact also can be seen domestically in South Florida, a thriving import hub for cut flowers flown into the Miami International Airport from throughout Central and South America. The U.S. flower importation and transportation industry has created countless jobs not just in Florida, but throughout the U.S. Daum’s fingerprints are everywhere, from a flourishing multigenerational flower farm in South America to an erstwhile out-of-season flower in an American florist’s cooler.

Daum was known worldwide as an industry expert on a variety of topics, including supply chain issues, crop diseases, and crop performance problems. He advised farmers, business owners, and governments around the globe. Daum spoke to large crowds at international conferences and one-on-one with students, researchers, and industry peers. He was an expert communicator, equipped with an uncanny ability to make his audience – no matter how large or how small – feel like the most important person in the room.

In addition to making a name for himself as a trusted industry expert, Daum was known for his lengthy career with Fred C. Gloeckner Co., a company co-founded by fellow SAF Floriculture Hall of Fame inductee Fred C. Gloeckner. From 1957 until his retirement in 2004, Daum worked at the company as a technical sales representative, establishing relationships with and between countless business owners across the industry. After his death, the Fred C. Gloeckner Co., along with Daum’s friends and colleagues, established a memorial tribute in his name with the American Floral Endowment.

Daum also served as a board member of the Fred C. Gloeckner Foundation for 58 years. He served as chairman of its board and as a member of its finance committee. During his lengthy tenure, Daum reviewed up to 70 proposals annually, challenged applicants and the research community to always aim higher, and taught fellow board members about commercial floriculture.

“His experience and knowledge have been valuable in selecting scientifically valid research proposals,” Craig says. “During the period of his service, the Foundation awarded over \$7 million to support floricultural research, extension, and education programs at more than 60 U.S. universities and federal programs.”

Daum remained involved in the floriculture industry long after his retirement, working as a consultant for growers, breeders, and importers. Throughout his lifetime, he taught, mentored, and coached thousands of people around the world. He cultivated one of the largest known libraries of scientific information, which he shared freely with everyone.

“Through an exemplary commitment, hard work, and sheer talent, Paul Daum’s impact on commercial floriculture is unmatched,” Craig says. “The floral industry is graciously indebted to him for his sincere dedication and contributions in creating a more beautiful world through floral products.”

*Event photos will be available here: [SAF Photo albums | Flickr](#)*

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit [SAFNow.org](http://SAFNow.org).